

PATENT APPLICATION

DECLARATION AND POWER OF ATTORNEY
FOR PATENT APPLICATION

ATTORNEY DOCKET NO. 306394.01

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name;

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: ASSIGNING TEXTUAL ADS BASED ON ARTICLE HISTORY

the specification of which is filed herewith, unless the following box is checked:

- ☒ was filed on December 30, 2003 as US Application Number 10/749,462 or PCT International Application Number _____ and was amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above. I acknowledge the duty to disclose all information which is material to patentability as defined in 37 CFR 1.56.

Foreign Application(s) and/or Claim of Foreign Priority

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below, and I have also identified below any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on which priority is claimed:

COUNTRY	APPLICATION NUMBER	DATE FILED	PRIORITY CLAIMED UNDER 35 U.S.C. 119
			YES: _____ NO: _____

POWER OF ATTORNEY:

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) listed below to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

David Bartley Eppenauer, Reg. No. 35,499	Martin L. Shively, Reg. No. 33,553	Ronald O. Zink, Reg. No. 35,744
Patricia E. Bornea, Reg. No. 37,038	Stacy Quan, Reg. No. 33,760	Jeffrey L. Ranck, Reg. No. 38,590
John Weresh, Reg. No. 32,332	Carole Boelitz, Reg. No. 48,958	Paul Heynssens, Reg. No. 47,648
John Campa, Reg. No. 49,014	James R. Banowsky, Reg. No. 37,773	Lee E. Johnson, Reg. No. 22,946
Gary S. Kindness, Reg. No. 22,178	James R. Uhler, Reg. No. 25,096	Jerald E. Nagae, Reg. No. 29,418
Dennis K. Shelton, Reg. No. 26,997	Jeffrey M. Sakoi, Reg. No. 32,059	Ward Brown, Reg. No. 28,400
Robert J. Carlson, Reg. No. 35,472	Rodney C. Tullett, Reg. No. 34,034	Daiva K. Tautvydas, Reg. No. 36,077
Maria L. C. Anderson, Reg. No. 40,574	George E. Renzoni, Ph.D., Reg. No. 37,919	John D. Denkenberger, Reg. No. 44,060
George S. Farber, Reg. No. 41,497	Kevan L. Morgan, Reg. No. 42,015	Melanie J. Seelig, Reg. No. 44,328
Barry F. McGurl, Reg. No. 43,340	Shoko I. Leek, Reg. No. 43,746	Mauricio A. Uribe, Reg. No. 46,206

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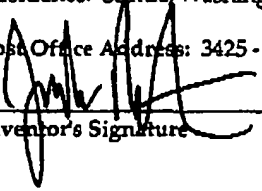
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Inventor: Joshua D. Petersen

Citizenship: United States

Residence: Seattle, Washington

Post Office Address: 3425 - 37th Avenue S., Seattle, Washington 98144


Inventor's Signature

31 Aug 2004
Date

Full Name of Inventor: Peter D. Rosser

Citizenship: United States

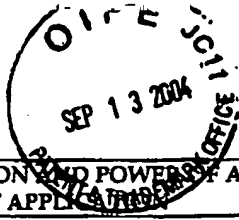
Residence: Renton, Washington

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Inventor's Signature

Date

CAB:md



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Contact Name - Carole A. Boelitz
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Full Name of Inventor: Joshua D. Petersen

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Inventor's Signature

Date

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Citizenship: United States

Residence: Renton, Washington

Post Office Address: 315 Quincy Avenue NE, Renton, Washington 98059



Inventor's Signature

8/20/2004
Date

CAB:md



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: J.D. Petersen et al. Attorney Docket No.: 306394.01 (New)
16-524 (Old)

Application No.: 10/749,462 Group Art Unit: 2176

Filed: December 30, 2002

Title: ASSIGNING TEXTUAL ADS BASED ON ARTICLE HISTORY

DESIGNATION OF PATENT PRACTITIONERS
IN COMPLIANCE WITH 37 C.F.R. § 1.32

September 9, 2004

TO THE COMMISSIONER FOR PATENTS:

The patent practitioners named in the Combined Declaration and Power of Attorney to be recognized by the U. S. Patent Office and Trademark Office as being of record in the application to which the Power of Attorney is directed are as follows:

1. David Bartley Eppenauer, Reg. No. 35,499
2. Martin L. Shively, Reg. No. 33,553
3. Ronald O. Zink, Reg. No. 35,744
4. Patricia E. Bornes, Reg. No. 37,038
5. Stacy Quan, Reg. No. 33,760
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9. Paul Heynssens, Reg. No. 47,648
10. Mauricio A. Uribe, Reg. No. 46,206

Respectfully submitted,

MICROSOFT CORPORATION



Carole A. Boelitz

Registration No. 48,958

Direct Dial No. 425.722.6035

I hereby certify that this correspondence is being deposited with the U.S. Postal Service in a sealed envelope as first class mail with postage thereon fully prepaid and addressed to Mail Stop Missing Parts, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the below date.

Date: September 9, 2004

